



Zadspace analyzes consumer behavior and dispenses a unique, targeted promotion for each individual ecommerce package.

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COMPANY

Using our patent-pending technology and *interlinked* consumer database, Zadspace creates unique promotions that increase customer loyalty and identify future sales opportunities by:

- Dynamically generating geographically and psychographically targeted and individualized print promotions.
- Providing personalized promotion codes, enabling advertisers to identify, track, and evaluate effective promotions with individual consumers.
- Aggregating and analyzing consumer purchases across a network of online retailers.

Zadspace works with logistics companies and retailers to print targeted promotions during ecommerce order fulfillment. These promotions are distributed as on-box, removable labels that are custom generated for each ecommerce shopper.

BUSINESS MODEL

Zadspace collects revenue for each promotion on either a CPM or Pay for Performance basis.

MARKET OPPORTUNITY (US)

- \$2.6B of un-monetized advertising inventory on packages per year.
- \$56B direct marketing opportunity.

CURRENT DEVELOPMENT

<u>Corporate</u>	Incorporated January 2006 Delaware C Corporation
<u>Marketing</u>	Completed market trial
<u>Technology</u>	Completed prototype Production system under development
<u>Intellectual Property</u>	Two patents on file
<u>Financing</u>	Angel Investment